

<b>Subject Code</b>	MM588
<b>Subject Title</b>	Brand Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
<b>Role and Purposes</b>	This subject is designed to develop a student's understanding of how to manage a brand's equity throughout its life cycle. The elements of brand/ products quality, branding research and their relationships with branding and marketing plan will also be discussed. The emphasis is primarily on fast moving consumer brands.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: a. understand the importance of branding from a firm and a consumer perspective; b. acknowledge brand equity as a valuable asset to build strength of a company; c. formulate effective branding strategies; d. introduce branding research strategies; e. incorporate branding strategies into formal marketing plan.
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• Brand Positioning</li> <li>• Brand Equity</li> <li>• Brand Values</li> <li>• Branding Research</li> <li>• Brand Strategy</li> </ul>
<b>Teaching/Learning Methodology</b>	Students are required to give their inputs at a postgraduate level by raising questions and participating in class discussions. The course consists of lectures, exercises, class discussions, case analyses, and a group project. The lectures will cover selected topics in branding and readings are intended to supplement the material covered in class, provide insight into current thinking about management of brands, and assist in the preparation of case analyses and the group project. Cases analyses provide an opportunity to sharpen understanding of brand management by applying it to a business situation. To benefit from and contribute to each session, it is essential to read and prepare the required material for that session in advance. Classes are interactive and the value of discussions will be closely related to your level of preparation.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.	d.	e.
	<b>Continuous Assessment*</b>	<b>100%</b>					
1. Project Report	25%	✓	✓	✓	✓	✓	
2. Project Presentation	25%	✓	✓	✓	✓	✓	
3. Class preparation and participation	25%	✓	✓	✓	✓	✓	
4. Individual case analysis	25%	✓	✓	✓	✓	✓	
Total	100 %						
<p>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <ul style="list-style-type: none"> <li>▪ Consider and analyse the issues and concepts which are presented in the lectures;</li> <li>▪ Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper reports, industry reports, etc...;</li> <li>▪ Appreciate that there are alternative approaches, perspectives and theories to deal with the strategic issues;</li> <li>▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of strategic brand management.</li> </ul> <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lectures						39 Hrs.
	Other student study effort:						
	▪ Preparation for lectures						39 Hrs.
	▪ Preparation for assignment / group project and presentation						78 Hrs.
	Total student study effort						156 Hrs.
<b>Reading List and References</b>	<p>Keller, Kevin Lane, <i>Strategic Brand Management - Building, Measuring, and Managing Brand Equity</i>, Pearson International (the newest edition).</p> <p>Keller, Kevin Lane (2008). <i>Best Practice Cases in Branding</i>, (3<sup>rd</sup> Ed.), Upper Saddle River, NJ: Prentice-Hall</p> <p>Lindstrom, Martin (2010). <i>Brand Sense</i>, Kogan Page</p>						

Gobe, Marc (2010). *Emotional Branding: The New Paradigm for Connecting Brands to People*, Allworth Press.

Other notes provided by the lecturer.

*\*\*\* This reading list is indicative only. Please do not buy any books before attending the class.*